

Products



Aiming to realize a new level of comfort in tires, by accumulating technologies, and supporting the mobility society and social infrastructure of the future.

Strengthen information services by digitizing tires in response to the "automation" and "electrification" of automobiles, and pursue environmental and safety technologies.

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Management

Our position

We carry a variety of products, from MB products for businesses, such as large fenders, to passenger car tires that are delivered directly to consumers, which are being used in various situations of society. We believe that by continuing to provide products and services that will satisfy each of our customers, we will be able to gain their support and achieve sustainable growth together with our customers.

This position of ours is declared in the [Quality Policy](#), and the actions that should be taken by employees are stipulated in the [Yokohama Rubber Group Action Guidelines](#).

Policy

Quality Policy

As the Yokohama Rubber Group, we establish a quality assurance system in all processes from planning, design, production, sales to service. We provide products and services that customers find attractive, customers are satisfied with and contribute to society. In order to accomplish this, we link all the processes' functionally and implement systematic quality assurance activities.

Yokohama Rubber Group Action Guidelines (Excerpt)

We shall provide safe and high-quality products and services

<Basic stance of the Yokohama Rubber Group>

We shall develop, design, manufacture, and sell attractive products that satisfy customers; provide society as a whole with safe and high-quality products and services; and endeavor to enhance the value of the Yokohama Rubber brand.

<To put our basic stance into practice — our action>

1. We shall listen to the views of our customers, accurately ascertain their needs, and develop, design, manufacture, and sell products of genuine use to society.
2. We shall provide our customers with appropriate information concerning our products.
3. In the manufacture and sale of our products, we shall observe the laws and regulations on safety applied in each host country and region.

4. We shall proactively participate in the construction and operation of companywide mechanisms to assure the quality of our products.
5. We shall take prompt action in response in the event of accidents related to our products.
6. Through these actions, we shall work to enhance the value of the Yokohama Rubber brand.

Message from a manager

This year is the last year of the mid-term management plan, YX2023, that we are currently working on. In this mid-term quality assurance activities, we are working daily to improve quality to ensure safety and security and provide attractive products and services that satisfy our customers in order to earn their trust. In particular, we are working to raise the level of our customer-based quality assurance system to match the characteristics of our business.

In our B-to-B MB business, we are communicating with our customers to deliver products meeting the needs not only of new customers, but also those of long-time customers by updating our customer records while reviewing their requirements and requests.

In the tire business centered on B-to-C, we are conducting regular market surveys more frequently than before in order to understand the environment and traffic conditions that are changing year-by-year, as well as tire usage and tire conditions. Based on the market information obtained from these surveys, we will promote the development of products that match the usage conditions of our customers, and provide advice on how to use our products to our customers.

In order to advance these activities, we will further improve our education and training to boost our sales, service, and technology to the next level.

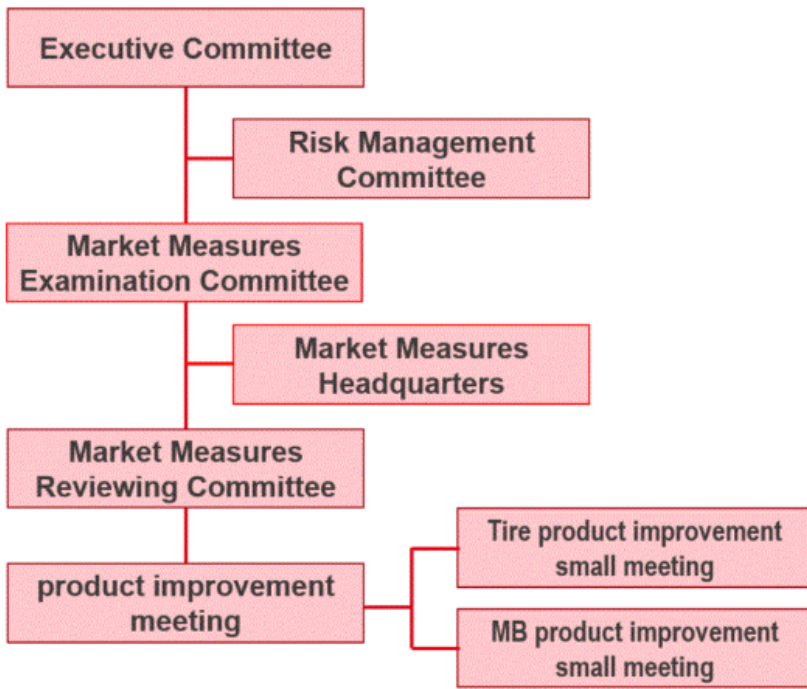
Hiroyuki Narabayashi, Head of Quality Assurance Division

System

Quality assurance: System for market measures

Under the supervision of the Executive Committee, a failure matter reported from customers related to products of a business department is deliberated in a "product improvement small meeting" and a "product improvement meeting," and the result of the meetings will be submitted to the "Market Measures Reviewing Committee." If the matter is regarded as deserving to be subject to market measures, the Market Measures Headquarters will be established to consider a specific proposal. After that, the specific proposal will be further deliberated in by the "Market Measures Examination Committee." Before implementing market measures by the Market Measures Headquarters, it is necessary to gain approval from the "Executive Committee" based on the confirmation of management risks by the Risk Management Committee.

We also take possible measure to prevent the recurrence of similar incidents based on a report and analytical results from the "product improvement meeting."



Vision for FY 2023

- Establish a quality assurance system in response to the expansion of global production and sales
- Develop a global service system that keeps abreast of market changes (quality information)
- Raise awareness of the proper use of products toward enhancing customer safety and achieving a low-carbon society
- Provide quality education for all employees

Priority action items to be addressed

Considering the level of impact of business activities and the level of social interest, the following have been established as our priority action items to be addressed by the Yokohama Rubber Group.

Customer Health and Safety >

Marketing and Labeling >

Customer Privacy >

Customer Health and Safety

KPI

Item	FY 2021 results	FY 2022 results
Total number of violations of regulations and voluntary standards concerning product safety	(Consolidated) 1	(Consolidated) 2
Implementation rate of product safety and evaluation (including determination based on compliance with design standards) based on review of design plan for tire products and MB products.	100%	100%

Responsible Departments

Tire Quality Assurance Dept. (including related products)

Hose and Couplings Quality Assurance Dept. & Industrial Products Quality Assurance Dept. (products other than tires)

Monitoring by the Quality Audit Department from an internal third-party position

Our position and Targets

Why is "Customer Health and Safety" a critical issue to be addressed?

Explanation of the reason and background

If there is a quality issue with tire products or MB products of the Yokohama Rubber Group, it could have a significant impact on the customer's life, property, or environment. In order to achieve sustainable management, it is important to build credibility by having secure products of the Yokohama Rubber Group used by our customers, and quality issues could lead to losing customers' trust. With this awareness in mind, the Yokohama Rubber Group has defined "customer health and safety" as a critical issue to be addressed, continuously promoting improvement activities.

Our policy and position

Quality Policy

We will contribute to society by planning, designing, producing, and selling attractive products that our customers will be satisfied with while establishing a quality assurance system in all of our processes, including service.

To that end, we will conduct systematic activities in such a way that all the basic steps in our quality assurance activities integrate functionally.

Response to quality-related incidents calls for taking preventive measures, prompt measures to prevent the spread of similar issues, and countermeasures to address the source of issues. In the handling of every quality-related incident, in addition to conducting risk assessments and taking countermeasures that give first priority to the safety of customers, it is necessary to urgently implement measures to prevent the spread of such incidents from the standpoint of recurrence

prevention. In order to achieve this, we share all of the processes from the investigation of the root cause of a quality-related incident and the completion of its permanent measures throughout the entire Group, and make company-wide efforts carry out mutual surveillance.

By developing complaint management mechanism, we will enhance our initiatives for the respect of human rights and raise the level of compliance in the entire Yokohama Rubber Group.

Impact assessment on product health and safety implemented in each process

Process	Impact assessment on product health and safety
Impact assessment on product health and safety	In plan examinations, we decide on the target quality in new product development based on existing product quality information and forecasts of customer use conditions, and share points to remember concerning product safety with the related departments.
R&D	Through internally stipulated design reviews, we finalize the means and measures for achieving the target quality described above, confirm conformance with the regulations, standards, and certifications of the destination of shipment, and confirm conformance with the customer's requirements. We only move on to the mass production process once this has been ensured.
Manufacturing and production	Legitimacy tests and inspections are conducted to confirm that the target quality has been secured in mass production. The certainty of the effectiveness of our process quality assurance and inspections in each manufacturing process is also maintained through means such as regular internal audits.
Marketing and advertisements	In order to ensure product safety, we inform customers and business partners of product handling through means such as catalogs and our website.
Storage and distribution	In order to deliver product quality to customers we monitor the storage and distribution process for the presence of defects so that we can achieve improvement measures.
Use	We recognize the necessity of explanations and warnings on product use methods, and communicate to spread awareness accordingly. In addition, we endeavor to communicate with customers through customer satisfaction and technology service activities, and we provide feedback to design departments in order to achieve continuous improvements.
Disposal, reuse, and recycling	We also conduct control for the retread process for truck and bus tires.

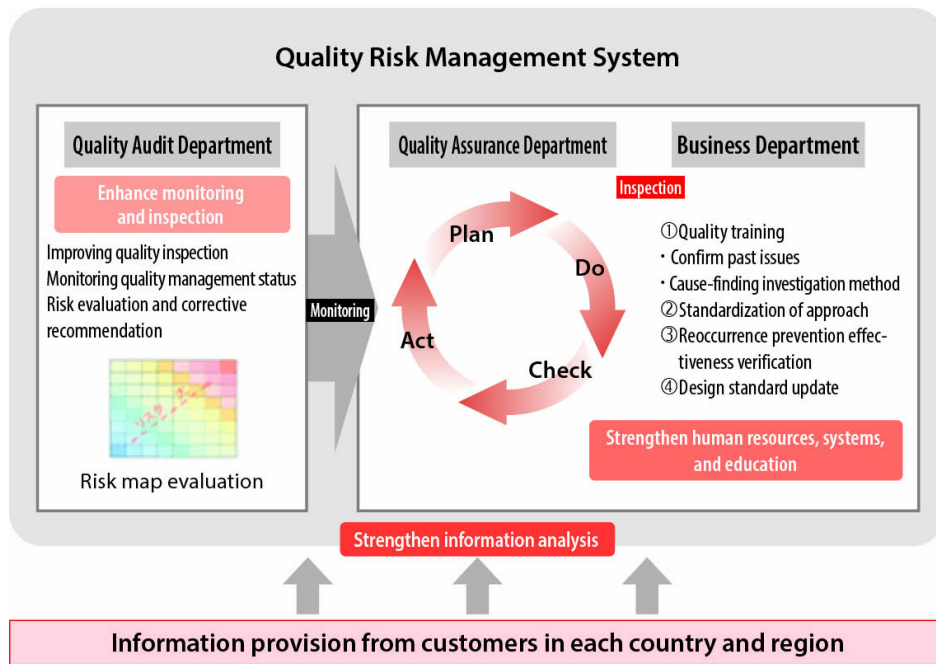
Measures to pursue our vision

In order to further improve the quality activities (PYB management*) we have conducted in the manufacturing process until now, we will enhance frameworks for the development of human resources who can watch over our products released in the market to make sure if their quality has not changed as well as for the prompt communication of such information, and also enhance the internal quality auditing to confirm that such frameworks are functioning properly in a global scale.

※PYB management: A management system to prevent the recurrence of failures that visualizes the implementation status of recurrence prevention measures, in which P (pink) means that a failure has occurred in the manufacturing process, Y (yellow) means remedial measures have been taken, and B (blue) means the effect of such measures have been identified.

Management system

In connection with all important quality-related incident pertaining to products and services provided to customers on a global level, Yokohama Rubber has developed our own risk map to evaluate what kind of impact related failures can have on customers themselves, their household articles, the environment around them, etc., as well as what kind of potential risks such failures can pose, and analyze and classify these risks quantitatively. Based on the results, prompt, legal, and appropriate internal processes that prioritize customer safety are carried out by the Business Division, the Quality Assurance Division and the Service Division. This process is led and monitored by the Quality Audit Department.



* Failure Mode and Effect Analysis (FMEA): A method of systematically analyzing potential failures for the purpose of failure/defect prevention.

<Response when a problem occurs>

When it is determined that customer safety is not sufficiently ensured, we will implement internal procedures as quickly as possible, take market measures in a legitimate manner, and make that known to our customers through our website and external media.

<Advance prevention and recurrence prevention>

Through the quantitative categorization of potential risks in accordance with a quality management system (QMS) and the introduction of a preventive safety design approach based on FMEA*, we are working to establish a structure that will prevent the recurrence of issues pertaining to similar quality-related matters.

While the phenomenon of quality-related incidents differs depending on the type of business or product, we share cases and countermeasures across the Group because there are many similarities in attitudes toward design approach, risk prediction, environmental consideration, and countermeasures to address the source of issues and prevent their spread broken down by each process even among different type of businesses or products. As part of this effort, we hold a "company-wide quality problem recurrence prevention report meeting" every year for all businesses to examine the measures taken to prevent the recurrence of such incidents and their effectiveness and to confirm how much such information is actually shared across the businesses.

※FMEA (Failure Mode and Effect Analysis): Systematic analysis method to detect potential failures implemented for the purpose of preventing failures and defects

<Human resource development and implementation of seminars for customers>

We appoint experienced engineers at our sales companies and sales sites in the domestic and overseas markets to systematically host in-house training course on product knowledge and their handling. In addition, we make efforts to increase the opportunity to visit our customers in order to hold workshops for them to handle our products safely and properly in a planned manner.

Review of FY 2022 Activities

In FY2022, we continued to enhance our customer consultation service to listen to voices of many more customers. The number of complaints related to product quality received by the MB Group division decreased by 30% compared to the previous year amid the self-restraint mood caused by the COVID-19 pandemic. The Tire Group, with its scope of coverage expanded, also received complaints related product quality, which marked 17% increase in value terms.

Establishment of a quality assurance system

The basis of quality assurance systems in the automotive industry is conformity with IATF16949. Therefore, we provide quality education and encourage managers and supervisors to acquire the certification of internal quality auditor.

In FY2022, three employees obtained their certification (total number of certified employees: 147).

In addition, to promote the acquisition of high accuracy market information and the rapid response at the occurrence of product failures, the Tire Group has operated a qualification system and formed a service network.

In FY2022, two employees in Japan and 24 overseas were newly certified as tires service engineers. We are now providing training to our employees to be an authorized adjuster to make judgments on complaints.

<FY 2022>

Number of staff that has received training and qualifications	In Japan	Overseas
Number of staff that obtained IATF 16949 internal auditor certification	1 in the MB Group (cumulative total of 133) 2 in the Tire Group (cumulative total of 14)	—
Number of staff which was newly certified as a tire service engineer	2	24
Total number of certified tire service engineer	17	436
Number of the authorized adjusters who can make judgements regarding tire complaints (new)	0 *The YFS (Yokohama Field Service) certification training could not be held in FY2022, and there were no new certificates.	0 *We were unable to hold training for delegation of claims adjudication authority for overseas in FY2022, and there were no newly accredited persons.
Total number of authorized adjusters who can make judgements regarding tire complaints	778	191

Introduction of Initiatives

There were two recalls related to tires in FY2022, which were handled appropriately. The MB Group had no recall problems, and did not organize a service campaign.

Future challenges

In order to achieve the eradication of quality issues, and provision of products that clearly address customer needs with safety, legitimacy, and compatibility, we have developed a service network around the world to gather, analyze, and classify the voices of customers and followed the cycle to make sure for such voices to be incorporated into the creation of new products.

In our effort to continue to provide products that will meet customers' needs in their usage environments, we are determined to sincerely accept information about customer complaints and address the challenge of steadily decreasing the number of such complaints. As measures to realize that, we will promote the enhancement of the ability of our service departments to collect market quality information and their market adaptability at each market through contacting our customers through consultation service.

We also face a massive challenge in terms of how to provide quality assurance service with our cooperative companies. We are working on the establishment of a reliable self-check framework based on the clarification of responsibilities and the record of past problems, and the implementation of audit activities for our cooperative companies.

Marketing and Labeling

KPI

Item	FY 2021 results	FY 2022 results
Total number of violations of regulations and voluntary standards concerning the labeling of products	(Consolidated) 0	(Consolidated) 0
Total number of violations of regulations and voluntary standards concerning marketing communication	(Consolidated) 0	(Consolidated) 0

Responsible Departments

Product and Service Labeling: Consumer Tire Product Planning Dept., TBR Business Planning Dept. and OHT Business Planning Dept.

Marketing Communications: Corporate Communications Department

Our position and Targets

Why are "Marketing and Labeling" critical issues to be addressed?

Explanation of the reason and background

Labeling plays an important role in conveying environmental performance of Yokohama Rubber's products, etc. in an understandable manner to customers for them to select products meeting their needs.

Having as many people as possible understand our Group's products, services and business activities also constitutes a lifeline for the company. If there are any mistakes in advertisements, it will not be possible to correctly convey the value of the Group, which could result in undermining its value. Therefore, the Yokohama Rubber Group have defined "marketing and labeling" as critical issues to be addressed, and decided to make improvements through the PCDA management.

Our policy and position regarding the marketing and labeling

Labeling on products and services

In line with Yokohama Rubber Action Guidelines stipulating that "we shall accurately ascertain the needs of customers and develop, design, manufacture, and sell products of genuine use to society," we provide our customers with appropriate information on our products and services.

Appropriate marketing communication

We seek to deliver the latest and correct information in a timely manner to all stakeholders through various means such as our website and news release distribution service. As a member of the Tire Fair Trade Council, we actively participate in the activities of the council in conformity with the principles of fair competition.

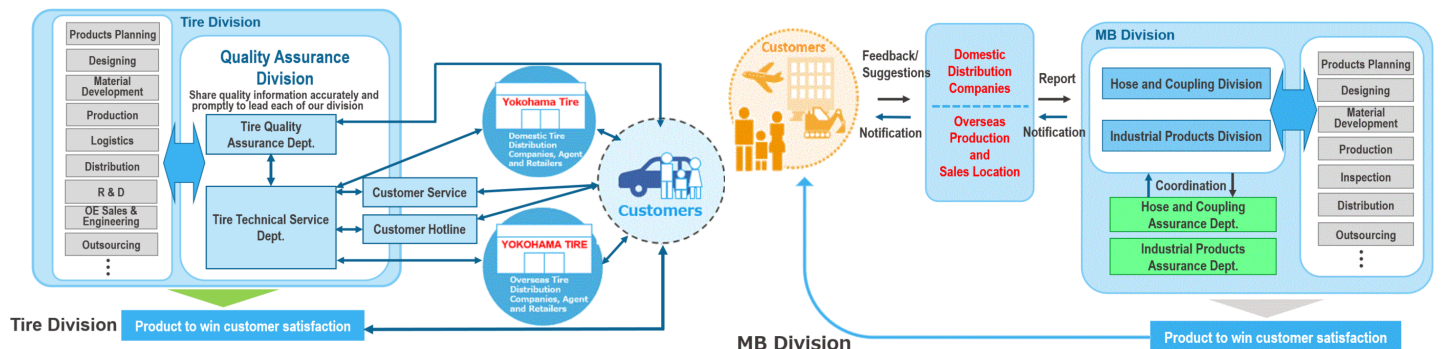
When we receive requests, and opinions quality information from our customers, we immediately share them with the relevant internal departments. When receiving suggestions, we promptly take action to solve them while coordinating with the related departments, through which we constantly strive to respond to the expectations of customers.

Frequency of customer satisfaction measurement, survey method, and feedback mechanism

Technical service personnel conduct interview surveys with customers and on-site surveys based on information from sales companies. In addition, the Customer Counseling Room directly responds to inquiries from customers (feedback and complaints regarding products, services, etc.) via telephone or e-mail on a daily basis.

The collected information is shared within the company, and the information from customers is also compiled and analyzed on regular basis (once a month and once every six months) to improve product performance, and we see to it that such information will be reflected in the development of upcoming products.

Flow of Opinions and Feedback from Customers



Vision and targets

We seek to deliver the latest and correct information in a timely manner to all stakeholders through various means such as our website and news release distribution service.

Regarding marketing, we aim to create a situation in which customers have instant access to accurate information they need about our products through creating a website that reflects our customers' voices and improving the contents of catalogs.

In addition, we also aim to build and maintain a system operating in the entire Yokohama Rubber Group that reflects opinions and requests from customers in products and services in a timely and appropriate manner.

Measures to pursue our vision

Labeling on products and services

The company has created two types of websites: one that provides business information on the entire Yokohama Rubber Group including Yokohama Rubber and its affiliated companies, and the other one aimed at providing information about various products such as replacement tires, hoses and pipes, industrial materials, aviation parts, and golf things for customers in Japan and overseas.

Products information

We are also working to acquired official labeling, and carry out various forms of our own labeling in order to prove we offer the products and services desired by customers.



Example: Labeling for BluEarth-1 EF20

Marketing communication

The "Customer Consultation Service" accepts inquiries concerning products both by telephone and through our [website](#). Inquiries are responded to directly by the responsible department on a daily basis, based on which we examine the advertising methods and media we use and make necessary improvements.

In addition, we will conduct a regular check to ensure that the flow of feedback based on opinions from customers in Japan and overseas operates smoothly, and create a database that can store all customer feedback in a corporate-wide scale.

Review of FY 2022 Activities

Review of Product and Service Activities

To ensure safe and proper use of tires, we provided special training on tire air-filling operation and held workshops on basic tire knowledge and daily inspection and maintenance for tire dealers and agents.

Every year on "Tire Day," April 8th, we conduct activity to raise awareness on tire safety across the country. We have carried out this activity since 2009 with the aim of raising awareness of the importance of regular tire inspections and eco-driving during tourist seasons when many people drive more often or go for a long drive.

Review of product and service activities

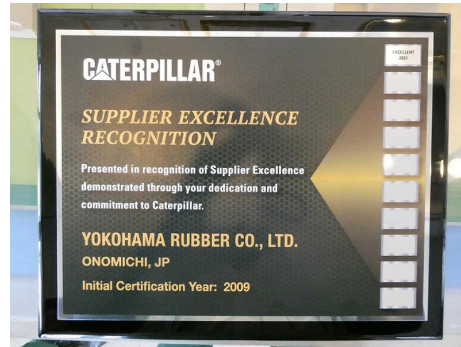
Our Group companies in Japan and overseas regularly participated in and cooperated with the council members of the Tire Fair Trade Council responsible for the development of regulations, implementation and market field research at each respective level, and conducted advertising activities based on the council's regulations. There were no cases constituting a violation of the regulations in 2022

Introduction of Initiatives

Initiatives for products and service activities

The Onomichi Plant, which manufactures large tires for construction machinery, has consecutively received the Platinum certification, the highest rank in Caterpillar's Supplier Quality Enhancement Process (SQEP).

We are proud that we are highly evaluated and trusted not only for the provision of our products and services meeting the requests of customers around the world, but also for our manufacturing and distribution service.



Initiatives for marketing communications activities

Our Group companies in Japan and overseas regularly participated in and cooperated with the council members of the Tire Fair Trade Council responsible for the development of regulations, implementation and market field research at each respective level, and conducted advertising activities based on the council's regulations. There were no cases constituting a violation of the regulations in 2022.

Collecting information on market trends

Information collected from each region and country is analyzed and examined for the improvement of existing products and the planning of new products with the aim of creating better products.

Take for example, since usage conditions of vehicle tires for construction vehicles and industrial vehicles considerably differ depending on the customer, before selecting and recommending suitable tires to customers, we examine their usage environment.

Customer information for vehicle tires for construction and industrial use

Future challenges

Labeling on products and services

We will provide information on products, services and labeling needed by customers on our website, and aim to make further improvements for us to help customers select suitable tires. In addition, we will enhance customers' credibility by reflecting customer requests in products and information development.


Marketing communication

Since the Group handles a variety of products, the target demographic to which we transmit information is so broad that it is currently difficult to verify whether the appropriate information is being adequately conveyed to appropriate persons. In addition to the transmission of information using media, we believe that it is necessary to examine an effective approach for information transmission that includes comprehensive channels such as seminars, events, and retailers.

Furthermore, in addition to sending out information, we will make further improvements regarding how to collect customers' voices, how to accumulate them in-house to create a database and how to operate the database.

Currently, we post the latest information about Yokohama Rubber on our corporate website (<https://www.yokohama.com/global/>) and share information via our official SNS.


Twitter feed

 https://twitter.com/YRC_Global


Facebook page

 <https://www.facebook.com/YokohamaRubber>

YouTube channel

 <https://www.youtube.com/user/TheYokohamaRubber?feature=mhum>

Niconico (popular Japanese video-sharing service) channel

 <https://ch.nicovideo.jp/yokohamarubber>

Customer Privacy

KPI

Item	FY 2021 results	FY 2022 results
Number of complaints submitted relating to customer privacy	0	0

Responsible Departments

Tire, MB, and sports products sales departments

※Operations are supported by the Legal Department, Product Planning Department, and Systems Department, and confirmed by the Personal Information Protection Management Committee and the Risk Management Committee.

Our position and Targets

Why is “Customer Privacy” a critical issue to be addressed?

Explanation of the reason and background

The business activities of the Yokohama Rubber Group often involve holding the personal information of customers. We fully recognize the importance of the handling of personal information received from customers, and for this reason we acquire information through appropriate methods, and we use and store such information correctly.

Policies and stance towards handling complaints

<Privacy Policy>

At the Yokohama Rubber Co., Ltd. and the Yokohama Rubber Group (hereinafter, the “Company”), the carrying out of activities relating to our business operations frequently involves handling customers’ personal information. Being fully aware of the importance of safeguarding customers’ personal information, we view the taking of appropriate steps to protect personal information as a key responsibility, and we have implemented suitable measures for the protection of all personal information in line with the basic policy outlined below.

1. In accordance with the establishment of the Personal Information Protection Act and the Company’s subsequent formulation of relevant compliance provisions, Yokohama works to ensure that all relevant employees are thoroughly aware of the protocol and procedures, and that they handle personal information in a proper manner.
2. Yokohama collects and uses personal information only to the extent necessary, after informing or indicating to customers the purpose(s) of use (management of customers’ information, marketing or providing our services, etc.).
3. Collected personal information is never provided to third parties unless consent from the respective customers has been given or unless such provision is permitted by law. This excludes cases where such disclosure is required by law, or where disclosure to

the Company's sub-contractors is necessary in order to realize the purpose of use. In cases where personal information is disclosed to a sub-contractor, the Company will implement all necessary supervision to ensure that the sub-contractor takes appropriate measures to safeguard the personal information in question.

4. Yokohama is establishing regulations and safety measures to prevent and redress the illegal access, leakage, loss or destruction of personal information received from customers.
5. A framework is in place to properly handle personal information through an information administrator and/or information administrative department.
6. In the event that customers request that their personal information no longer be displayed, revised or used, or be removed from the database, such customers are requested to contact the personal information contact desk. The requested action will be taken within a reasonable period of time.
7. Yokohama strives to accurately address changes in societal norms regarding the handling of personal information, and works to reassess and improve privacy policies and other compliance regulations as necessary.

Vision (attainment goal) / target

The Yokohama Rubber Group will establish a system for the use of personal information received from customers in product development, various notices such as new product introductions, and repairs and after-sales service, while managing this information rigorously to ensure that it doesn't leak outside the company.

Measures for vision achievement

- The department that manages personal information will be clarified for each product.
- Department personnel will be educated on the basics of personal information management.
- The results of activities and other matters will be reported at the Personal Information Protection Management Committee every quarter.

Review of FY 2022 Activities

The Personal Information Protection Management Committee met four times in FY2022.

The committee reported on the revision of personal information management regulations in response to the revised domestic personal information protection law that went into effect in 2022.

We also discussed related cases and took necessary measures.

Future challenges

In the future, we will continue to disseminate information on personal information management and respond to the Personal Information Protection Act revised in 2022, and review our regulations and their operation as necessary.